

DESIGN

A-1

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U S PATENT OFFICE

el moderne

**America's  
popular line  
of  
MODERN,  
VERSATILE  
LIGHTING FIXTURES  
and LAMPS**

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**EJS**

corporation 945 E. PICO BOULEVARD, LOS ANGELES 21



# Wall Lamps

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el moderne, the really contemporary modern line,  
combines design and craftsmanship with architectural  
specifications to give you

## V E R S A T I L I T Y     I N     L I G H T I N G

el moderne is functional, efficient, handsome...  
giving you correct lighting exactly where it is required.

el moderne will brighten the most depressing  
surroundings and eliminate "grey corners" caused by  
improper lighting of the home, office, store, or factory.

el moderne gives you flexibility in area or accent  
lighting—in one unit.

el moderne fixtures are sturdily constructed of the  
finest materials available to give you durable fixtures for  
long-time efficient service.

el moderne is the outstanding popular priced line in America  
—its price structure assures you of the highest values.

### MR. ARCHITECT:

Our lighting craftsmen will be pleased to  
assist you in creating special fixtures to meet  
your specific lighting requirements.

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1

**FINISHES:** All fixtures are painted with the finest finishes made, to insure a permanent bond with the metal. Choice of the following finishes:

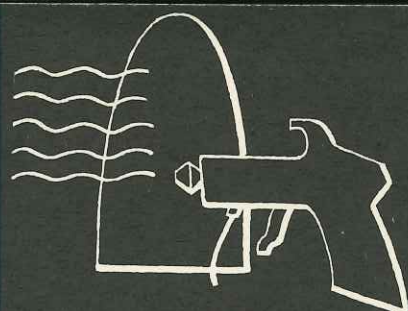
**STANDARD**

satin chrome  
satin brass  
satin copper

**DECORATOR**

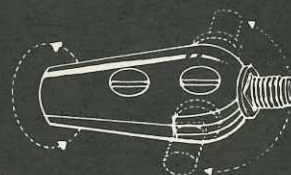
chartreuse  
chinese red  
forest green

cocoa brown  
telephone black



2

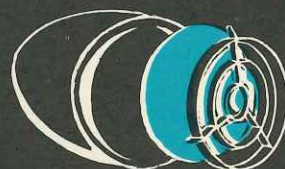
**SWIVELS:** The newly designed swivel securely holds any adjustment of direction for direct or indirect lighting. The new swivel allows for a 350° rotation of the bullet and with a 190° adjustment in the opposite plane.



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3

**LOUVRE & LENS:** The commercial series can be fitted with standard snap-in louvre and colored lens for special effect lighting.



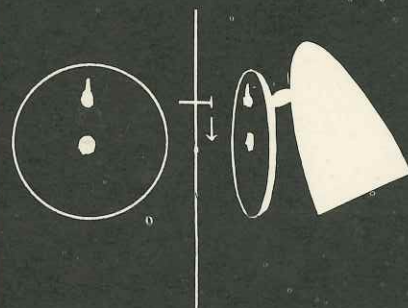
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4

**KEYSLOT:** For the pin-up models this unusual feature of a key-slot is another **el moderne** extra. It's there for convenience and safety. Merely slip head of nail or screw through head of keyslot and slide fixture down making an automatic lock mounting...It can't fall when properly mounted.



5

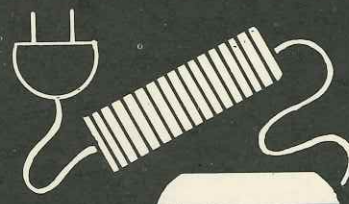
**SWITCHES, ARMS & CORDS:** The versatility of the **el moderne** line is increased with these extra features:

**SWITCHES:** Plunger, turn or pull switches are available.

**ARMS:** 12, 15 or 18 inch flex-arms are available at no additional cost. The 24 inch flex-arm is available at slight additional cost.

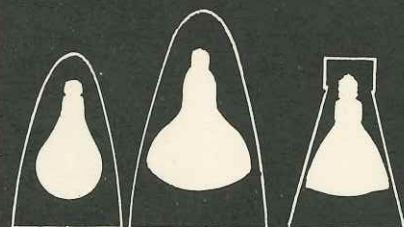
**CORDS:** On all items using cord, an approved cord is supplied with molded cap.

Every **el moderne** fixture is individually packed.

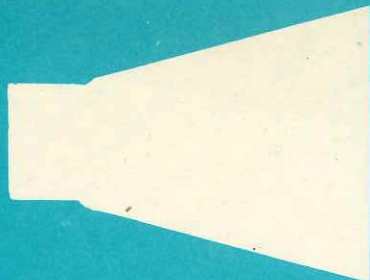


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**LAMP BULBS TO BE USED:** For the commercial series use R-40, 150 watt or PAR type bulb. For all other models use R-30 or up to 75 watt bulbs.







## Swedish Modern Series

NOTE: Can be used with R-30 or up to 75 watt bulbs.



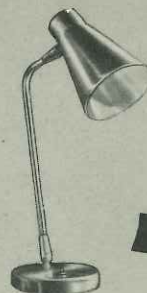
No. 58



No. 60



No. 38



No. 39

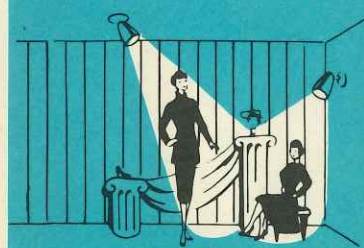


No. 40



No. 90

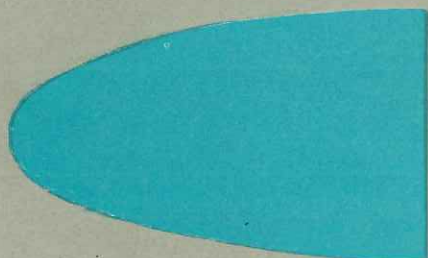
No. 90 For window display lighting—outdoor wall bracket—or under overhang.



## Commercial Series

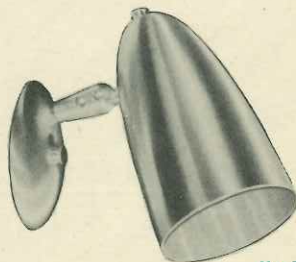
Note: Standard louvre and colored lens can be attached. Can be used with R-40, 150 watt, or PAR type bulbs.

el moderne



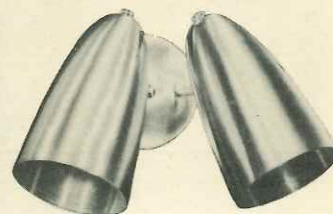
## Bullet Series

NOTE: Can be used with R-30 or up to 75 watt bulbs.



No. 70

No. 70 The little "Gem" ... fits anywhere as wall bracket or where directional light is needed. Will light up and accentuate any surrounding

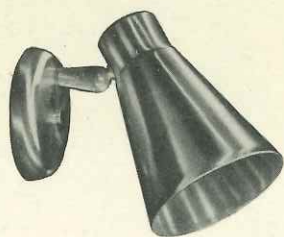


No. 70-2



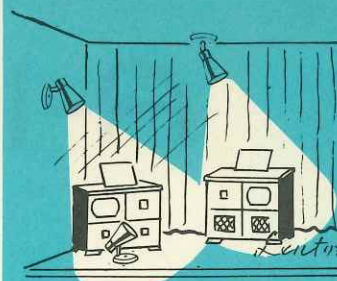
No. 58 1-lite, flex-arm.

No. 60 For motels, hotels, homes—weighted base, double flex-arm, individual switch controls for each lite.



No. 50

No. 50 The Swedish "Gem" for wall bracket mounting perfectly designed for direct or indirect lighting—the swivel gives you the choice.



No. 38 A counter lite for jewelry shop use, or wherever desk lamp can be used.

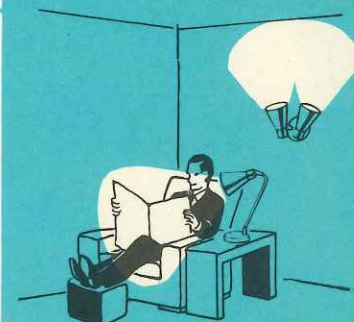
No. 39 A single arm, double swivel, solid brass arm lamp with the weighted base, cord, plug and switch.

No. 40 2-lite desk lamp



No. 50-2

No. 50-2 The twin "Gem" with bracket mounting for dual purpose lighting.

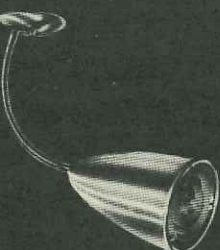


No. 94

No. 94 The solution to your special effect lighting problems.

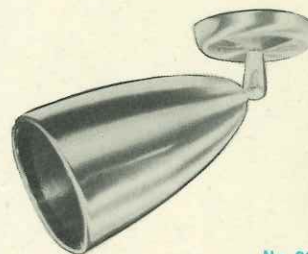


No. 92 For exteriors—use beneath roof ledge or under marquee. For interiors—use as side wall mounting in store or window displays.



No. 96

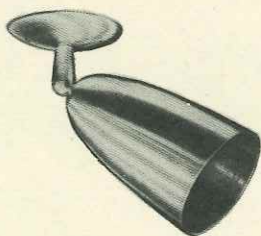
No. 96 For factory or store application, the flexible arm is most versatile. Shown with standard type louvre.



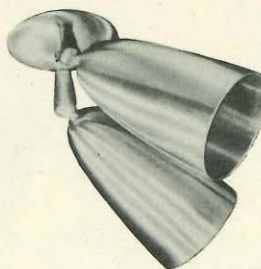
No. 92



No. 70-2-lite, as with all el moderne lighting fixtures, gives full consideration to the eyes of the children—putting light where it needed—but never supplied.



No. 72



No. 72-2



No. 72-3

No. 72 Contemporary modern spotlight for ceiling use.

No. 72-2 Ceiling 2-lite application with end mounted swivels.

No. 72-3 The versatile light for the playroom or patio.







No. 62



No. 56 1-lite, ceiling mount, flex-arm.

No. 54 1-lite flex-arm, wall mount.



No. 56

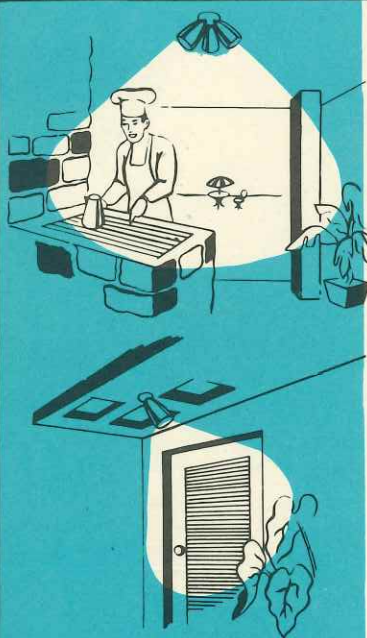
No. 62 Utility pin-up.

No. 62-2 Twin lite pin-up.

No. 64 Flex-arm pin-up.



No. 54



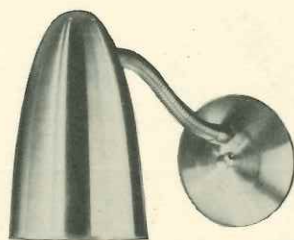
No. 92-3 Is excellent for multiple lighting requirements.

VERSATILITY of the el mo  
in ALL lighting

Illustrated are some of  
for any model of any se  
el moderne is national  
MADE U. L. A  
Write for informat



No. 82

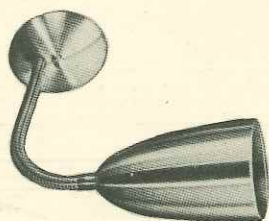


No. 74



No. 74 The flex-arm wall mount for utility is smart and unequalled anywhere. Easily adjusted for lighting in any direction.

No. 76 The flex-arm ceiling mount spotlight for accentuating items or areas.



No. 76



No. 78



No. 80

No. 82 The lighting fixture of convenience is the pin-up model. Can be used as a portable spot when rested on its base. Enclosed back with keyslot for convenience in mounting. Will swivel into any position.

No. 82-2 Twin lite pin-up.

No. 84 Flex-arm pin-up.



**No. 52** Ceiling mounting, one  
lite, adjustable to any angle.

**No. 52-2** Ceiling mount,  
adjustable twin lite.

**No. 52-3** The most beautifully  
designed functional den or patio  
lighting fixture... combining  
design with utility.

**No. 52**



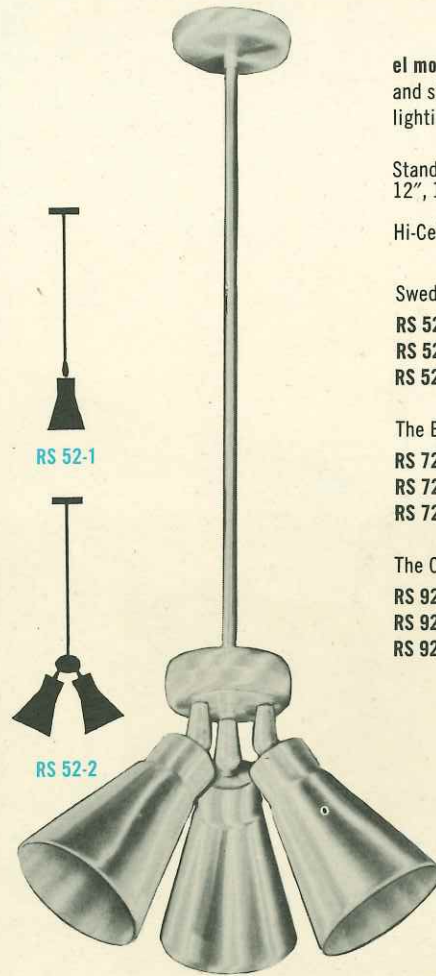
**No. 52-2**



**No. 52-3**

**INDUSTRY  
COMMERCIAL USE  
STORE  
OFFICE  
HOME  
EXTERIOR  
ETC.**

## HI-CEILING MOUNTS



**RS 52-1**

**RS 52-2**

**RS 52-2**

**RS 52-3**

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el moderne adds slender beauty  
and style to high ceiling  
lighting requirements.

Standard stem lengths:  
12", 18", 24", 36".

Hi-Ceiling mounts can be had in:

Swedish Modern Series

**RS 52-1—lite**

**RS 52-2—lite**

**RS 52-3—lite**



The Bullet Series

**RS 72-1—lite**

**RS 72-2—lite**

**RS 72-3—lite**



The Commercial Series

**RS 92-1—lite**

**RS 92-2—lite**

**RS 92-3—lite**



**Note:** Fixtures made to meet all lengths required.

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derne line  
g applications permits its use in:

the many interchangeable applications  
series —  
y distributed through leading electrical distributors.  
**APPROVED**  
ion on your special requirements or applications.

**No. 78** Single Bullet desk  
model with flex-arm and switch  
in weighted base.

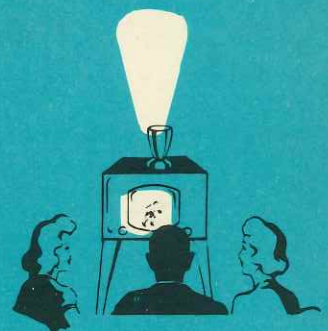
**No. 80** 2-lite desk lamp with  
flex-arms, cord, plug, weighted  
base... the ideal reading lite  
for the bedroom with twin beds,  
individual switch controls...  
Mom reads while pop sleeps.



**TV Lite**



Leading optometrists recommend  
this form of lighting for the T V  
room while the screen is being  
viewed, thus eliminating eye-  
strain caused by viewing in  
darkness or from reflected light  
or screen.





INTRODUCING

# YOUR SALESMAN THAT NEVER SLEEPS

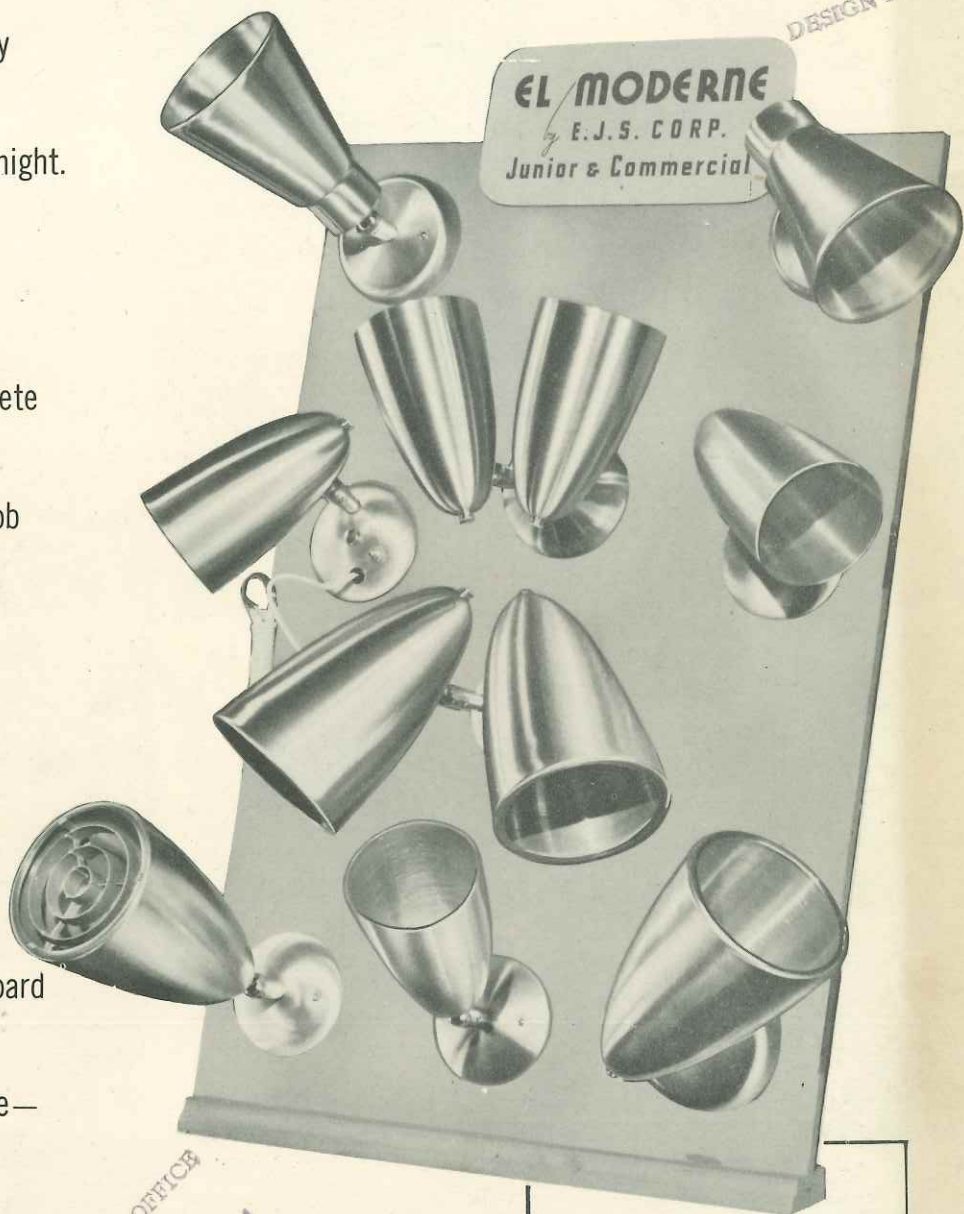
This highly versatile **el moderne** display board works for you 24 hours—day and night.

Powerful yet compact, the display measures only 24" x 27" (comes complete with easel) and is ready to do a sales job whether displayed on wall, counter, floor, or in your window.

You'll be **more** than satisfied with the job of selling the **el moderne** display board does for you... just ask for it—its free—when you place your order for the fixtures displayed on it.

**MERCHANDISE CORRECTLY DISPLAYED... IS  $\frac{3}{4}$  SOLD**

distributed by ...



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**el moderne**